



LRSP Status Report – June 2011

3.03 Supt Communication Plan for School Election SR 2011

Strategic Objective (SO):

3.03 Develop a communications plan for supporting annual school election information distribution in the community.

Department/School: Superintendent

Leader: Kirk Miller

Team Members:

Executive Council, Nancy Brady

In a year, we hope to see the following progress on this strategic objective:

School team and community have a clear understanding of the LRSP, BSD7 Budget 2010-11, Legislation for the 2011 session, and school election initiatives.

PROGRESS SUMMARY

LRSP elements including Action Plans, Balanced Scorecard, and Status Reports were created to be web accessible for the ease of use by constituents. Clickable access to all district LRSP information provides transparency and accountability. Fall meetings with businesses, organizations and clubs in the community to discuss "Journey to Excellence" in our schools were given by the Trustees and Leadership Team. Media were consistently informed about the LRSP throughout the year.

A communication plan for budget development for the 2011-12 school year was developed and implemented leading to a call for school election with Elementary and High School District mill levies on the May school election ballot. The plan included fall meetings with businesses, organizations and clubs in the community to discuss "Journey to Excellence" in our schools. Presentation materials were completed using Prezi to assist Trustees and the Leadership Team in this dialogue with the community. Completion of the plan will include a final budget approval by the Trustees in August 2011.

A communication plan for Legislative and elections important to BSD7 were established. AA Caucus, Gallatin Valley Trustees, and 4 Rivers MASS (Superintendents) have worked together on optimizing the opportunities in our schools in the region. The Bozeman Trustees and Leadership Team have taken the lead in preparing plans to show legislators and the public our efforts to optimize opportunities and resources to improve student achievement. We presented this effort during the legislative session and the optimization collaboration was passed in SB 329 with \$2 million in funding available to fund multi-district cooperatives. The Bozeman Trustees and school district were the leaders of this successful legislative effort.

A communication plan for the school election was implemented assisting in passing general fund levies in the High School and Elementary districts. The plan included preparation of a Prezi presentation including needs and tax impact, web based FAQs, sample ballots, 42 meetings in the community, and endorsement of the levies by the Bozeman Chronicle editorial board and Chamber of Commerce. The school district also worked with Lincolns for Levies (L4L) community supporters of K-12 education, to generate support for the school levies and legislative issues. The passage rate of the polling place and permanent absentee mail in ballot election for school district levies were 67% approval in the Elementary district and 65% in the High School district.